

Fashion Calendar

1949

ISSUE:
2/7/49

JANUARY

S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

WEEK FEBRUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
						1 2 3 4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
$\frac{24}{31}$	25	26	27	28	29	30

AUGUST

S	M	T	W	T	F	S
						1 2 3 4 5 6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
						1 2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
						1 2 3 4 5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
						1 2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 4, 1949</u>			
Now Showing	OPENING OF SUMMER COLLECTION Maria Krum presents her complete collection for Spring and Summer daily at 10:30 A.M. Contact: Julie O'Sullivan, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
Friday Feb. 4 12:00 Noon Luncheon	PREVIEW OF SUMMER COLLECTION FOR PRESS Preview of Summer Collection of misses fashions by Hannah Troy. Luncheon will be served after the show. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM
Friday Feb. 4 3:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Preview for the local press of Summer collection of through-the-day-fashions for the petite misses, five feet five and under, presented by Varden Petite at a cocktail party. Attendance by invitation only. Publicity: Molly Appleby, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Feb. 4	TWENTIETH ANNUAL PRESS PHOTOGRAPHERS' BALL (Waldorf-Astoria, Ballroom).		
Beginning Friday Feb. 4	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: Feb. 4: Balenciaga, Fath, Gres, Paquin, Ricci, Schiaparelli. Feb. 5: Clarence, Griffe, Molyneux, Montaigne, Rouff. Feb. 7: Baillie, Boue Soeurs, Carpentier, Carven, Geroy, Hermes, Raphael. Feb. 8: Benoit, Dior, Heim, Lafaurie, Landowska, Patou, Piguet. Feb. 9: Bourgade, Calixte, Carmine, de Rauch, Dormoy, Lanvin, Levon, a la Pensee, Renal. Feb. 10: Bader, Constant, Sylvain. Feb. 11: Ardanse, Borea, Lecomte. Feb. 14: Depouy. Feb. 15: Beaujeu, Nino. Feb. 16: Vramant. Feb. 17: Chauvel. Feb. 18: Gabrielle. March 2: Georges. Contact: P. Caldagues, #102 Rue Faubourg St. Honore, Paris.	CHAMBRE SYNDICATE DE LA COUTURE DE PARIS	PARIS, FRANCE

WEEK BEGINNING MONDAY, FEBRUARY 7, 1949

Monday Feb. 7 1:30 P.M.	PREVIEW: AIR FASHIONS IN NEEDLEPOINT Press preview of new Jolles Needlepoint Fashions in luggage and handbags, ideal for air travel, presented aboard an Eastern Airlines Constellation during flight. Air travel suits and coats from Donnybrook; travel blouses by Vanity. Kresge-Newark will cooperate with this show. Attendance by invitation only. Kresge-Newark Publicity: Dorothy Armbruster, Mitchell 2-8000, Ext. 395. Coordinator of Publicity: Dee T. Bass, MU. 3-0844.	DEPARTMENT STORES	EASTERN AIRLINES TERM. - NEWARK, N.J.
Feb. 7	BOY SCOUT ANNIVERSARY WEEK. (Feb. 7 - Feb. 12).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 7	FOGA TO SHOW SUMMER LINES The FOGA Summer openings follow: <u>MONDAY, FEBRUARY 7</u> Ben Barrack, Inc. Carlye Dress Corp. Deitsch, Wersba & Coppola, Inc. A. Goodman & Co., Inc. Horwitz & Duberman, Inc. International Dress Co., Inc. Mary Lee, Inc. Paul Sachs Originals, Inc. Martin Simon, Inc. Janet Taylor	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	<u>WEDNESDAY, FEBRUARY 9</u> Fox-Brownie, Inc. Ed Gerrick, Inc. Joseph Halpert, Inc. Charles Lang, Inc.	<u>TUESDAY, FEBRUARY 8</u> Fred Greenberg Dress Co., Inc. Junior League Frocks, Inc. Parnis-Livingston, Inc. Ben Reig, Inc. C.H.D. Robbins, Co. Rudolf Gowns Herbert Sondheim, Inc. Hannah Troy	<u>THURSDAY, FEBRUARY 10</u> William Bass Dress Co. Capri Frocks, Inc. Kaplan & Grabois David Leonard & Levine Frank Starr, Inc.
	<u>FRIDAY, FEBRUARY 11</u> Hansen Bang, Inc.		
	Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.		

Beginning Monday Feb. 7	OPENING OF SUMMER COLLECTION Special Summer collection of tissue thin cottons, damask weaves, piques, gingham, linens, silk serge, surah in town and country fashions. Showings daily at 9:30 A.M. and 1:30 P.M. Contact: LA. 4-9544.	KENNETH TISCHLER	108 WEST 39TH ST. SHOWROOM
Week Of Feb. 7	SHOWING OF NEW LINE OF GIFTS Gifts for Valentine's Day, Easter, and Mother's Day, including hand-finished satin sachets and tie scuffs. Publicity: Dee T. Bass, LA. 4-8618.	JEAN VIVAUDOU CO. INC.	10 WEST 33RD ST. SHOWROOM
Monday Feb. 7- Feb. 12	1949 FASHIONS ON DISPLAY A group of costumes for day and evening, designed and made by graduating students of the school's Clothing Construction Department. Open to the public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday Feb. 8 1:00 P.M. Luncheon	"FASHIONS FOR TALL GALS" AT LUNCHEON "Hitting a New High"--Spring collection of "clothes for tall gals" will be presented by Peg Newton during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Peg Newton Publicity: Donna Cannon, LE. 2-1952. Ritz Fashion Publ.: Marion Morrison, PL. 3-4600.	PEG NEWTON	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION Charles Armour will present his Summer collection to the press and trade on Tuesday, Feb. 8 at 2:30 P.M. and daily thereafter at the same time. Contact: Gertrude Vanderbilt, LO. 5-1622. Publicity: Kathleen Goldsmith, SU. 7-3300.	CHARLES ARMOUR CO.	498 SEVENTH AVENUE SHOWROOM 24TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 8 3:30 P.M. Tea	SHOWING OF SPRING SPORTSWEAR COLLECTION Tina Leser will present a showing of sportswear for Spring. Open to public. Publicity for Cardinal: Carol Graham, PL. 7-7057.	TINA LESER	CARDINAL RESTAURANT 212 WEST 57TH ST.
Beginning Tuesday Feb. 8	OPENING OF SUMMER COLLECTION Hannah Troy's Summer collection will be presented to the trade daily at 10:30 A.M. and 2:30 P.M. Contact: LO. 3-0488.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM
Cancelled Feb. 9	THE DERWIN-FRANKEL OPEN HOUSE COCKTAIL PARTY ORIGINALLY SCHEDULED FOR WEDNESDAY, FEB. 9, FROM 12:00 NOON TO 5:00 P.M., HAS BEEN CANCELLED.		
Wednesday Feb. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present coats and suits, daytime, cocktail and evening fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL.5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300, Ext. 271. Ted Saucier Publicity Office, Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Spring dresses and suits by Paul Parnes. These fashions will be available at Sada Sachs. Hats from Lenesta. Handbags from Dofan. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Paul Parnes Publicity: Gladys Steiner, Lester Harrison Assoc., MU. 9-1630. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	PAUL PARNES	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 9 2:30 P.M.	SHOWING OF MISSES SPRING FASHIONS B. Altman will present misses fashions in coats, suits, dresses and gowns for Spring in exciting colors and fabrics. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Feb. 9 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Ladycraft will present their Spring and Summer collection of women's dresses at a cocktail party for press and trade. By invitation only. Publicity: Donna Cannon, LE. 2-1952.	LADYCRAFT DRESSES	1400 BROADWAY SHOWROOM-6TH FLOOR
Wednesday Feb. 9 4:30 P.M.- 6:30 P.M. Cocktails	FINAL JUDGING OF FASHION DESIGN CONTEST Winning garments in Dan River's first Fashion Design Contest will be selected by a distinguished board of judges from the fashion world. <u>Judging promptly at 5:00 P.M.</u> Attendance by invitation only. Contact: Christine Ecker, Dan River Mills, DI. 9-1100.	DAN RIVER MILLS	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Beginning Wednesday Feb. 9	SUMMER COLLECTION BY CEIL CHAPMAN Summer collection by Ceil Chapman will be presented at 10:30 A.M. and 2:30 P.M. daily. Contact: LA. 4-5800.	SAMUEL CHAPMAN	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 10 9:30 A.M. French Breakfast	SUMMER DRESSES IN "PEN AND INK PRINTS" A special group of dresses on Celanese-Jersanese in small "Pen and Ink Prints", especially designed for Westheim by Robaix. By invitation only. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863.	DAVID WESTHEIM	1400 BROADWAY SHOWROOM
Thursday Feb. 10 & Feb. 11 10:30 A.M.	SHOWING OF SUMMER COLLECTION Pauline Trigere's Summer group will be shown at 10:30 A.M. on Thursday Feb. 10 and Friday, Feb. 11. By appointment only. Contact: Robert Trigere, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SALON
Thursday Feb. 10 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Rosette Pennington will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 10 4:00 P.M. Cocktails	PRESENTATION OF NEW ZIPPER Presentation of the revolutionary new Kee Zipper in a playlet and fashion show. Fashions by Larry Aldrich, Rose Barrack, Anthony Blotta, Ceil Chapman, Duchess Royal, Fox-Brownie, Gardner Corp., Gothe, Tina Leser, Pattullo, Carolyn Schnurer, Frank Starr. Shoes by Grace Powell. Attendance by invitation only. Publicity: Donna Cannon, LE. 2-1952.	KEE ZIPPER COMPANY	HOTEL PLAZA TERRACE ROOM
Beginning Thursday Feb. 10	SUMMER COLLECTION BY TED SHORE Showing for the trade and press, at 10:30 A.M. and 1:00 P.M. of Summer line of afternoon, dinner, and evening gowns designed by Ted Shore, in a variety of fabrics. Contact: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FL.
Beginning Thursday Feb. 10	OPENING OF SUMMER COLLECTION Coordinated separates, playclothes and sun dresses for Summer will be presented by Kay Arnold at continuous showings. Publicity: Claire A. Wolff, LO. 4-7230. Kay Arnold Contact: Mr. A. Freedman, LO. 3-6315.	KAY ARNOLD	36 WEST 34TH STREET SHOWROOM - 3RD FL.
Feb. 12	LINCOLN'S BIRTHDAY (Saturday).		
Feb. 14	VALENTINE'S DAY (Monday).		
Monday Feb. 14 3:30 P.M.	HAIR AND HAT FASHION SHOW Victor Vito will present a fashion show, coordinating hair and hat fashions. Millinery by: Anita Andra, Betmar, Earl Farrington, John Frederics, Mago Hayes, Madcaps, Suzy, Eve Tartar, Jeanne Tete. Attendance by invitation. Publicity: Marjorie O'Shaughnessy, PL. 3-6905.	VICTOR VITO	GOTHAM HOTEL BALLROOM
Monday Feb. 14 & Tuesday Feb. 15	SEVENTY-THIRD ANNUAL DOG SHOW Seventy-third annual dog show will be presented by the Westminster Kennel Club, with morning, afternoon and evening performances. Contact: Westminster Kennel Club, PL. 5-8592.	WESTMINSTER KENNEL CLUB (22 EAST 60TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 15 1:00 P.M. Luncheon	WRINKLE-RESISTANT COTTON FASHION SHOW Mary Lewis will present Wrinkle-Resistant cottons, made possible by Monsanto Chemical Company's Resloom. Spring and Summer fashions in cotton fabrics from Everfast and Dan River Mills. Production staged by Lester Gaba. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Mary Lewis Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 15 3:00 P.M. Cocktails	PRESS PREVIEW OF SUITS, COATS, FURS "Femininity in Springtime" -- I. J. Fox will present a new collection of Spring suits, coats, and "little furs" to the press. Attendance by invitation only. Publicity: Bert Nevins, Inc., WI. 7-9715.	I. J. FOX	383 FIFTH AVENUE IMPERIAL SALON
Wednesday Feb. 16 1:00 P.M. Luncheon	MILLINERY AND FURS AT LUNCHEON SHOW "Head and Shoulders in Spring" -- Russeks will present a new collection of its Pink Room Millinery and Design Studio Furs at a luncheon show. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 16 4:00 P.M. Cocktails	PREVIEW: CALIFORNIA CUSTOM-MADE FASHIONS Cocktail party for the press, to present couturiere Jacquelyn Ross and her collection of Spring and Summer fashions. Attendance by invitation only. Publicity: Donna Cannon, LE. 2-1952.	JACQUELYN ROSS OF CALIFORNIA	HAMPSHIRE HOUSE COTTAGE
Thursday Feb. 17 10:00 A.M. Coffee	PREVIEW: TEENTIMERS SPRING "OHRIGINALS" "Teentimer Sweet Spring Fortunes", preview of fashions for teens featuring imported cottons. Attendance by invitation. Gimbels Publicity: Terry Mayer, LO. 5-1500, Ext. 600. Teentimer Publicity: Rhoda Ring, CH.4-7664.	GIMBELS	5TH FLOOR HIGH SCHOOL SHOP
Thursday Feb. 17 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING Subject: "What's What With The Fragrance Industry?" Advertising, promotion and editorial angles will be discussed by a panel of fourteen beauty editors. Interlocutor: H. Gregory Thomas, President of Chanel, Inc. Chairman: Helen Van Slyke. Price (including tax and tip): \$3.10 for members; \$3.50 for guests -- plus 50¢ on each ticket for benefit of Red Cross. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Cancelled Feb. 17	THE GUNTHER LUNCHEON SHOWING OF KENETH HOPKINS HATS, ORIGINALLY SCHEDULED FOR THURSDAY FEB. 17, AT 1:00 P.M. AT THE HOTEL PLAZA, HAS BEEN CANCELLED.		
Thursday Feb. 17 4:30 P.M.- 6:00 P.M. Cocktails	PREVIEW OF SPRING AND SUMMER FASHIONS Preview of suits, afternoon and evening dresses, including a complete bridal trousseau by Callot Soeurs of Paris. By invitation only. Publicity: Mary Marsh, MU. 5-6280.	CALLOT SOEURS OF PARIS	HOTEL BILTMORE MUSIC ROOM
Feb. 19	NATIONAL SEW AND SAVE WEEK. (Feb. 19 - Feb. 26).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Tuesday) -- Legal Holiday.		
Postponed Feb. 23	THE CALLOT SOEURS LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR FEB. 23, HAS BEEN POSTPONED TO WEDNESDAY, MARCH 9, AT 1:00 P.M. (See Page 8).		
Wednesday Feb. 23 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	MILGRIM	WALDORF-ASTORIA SERT ROOM
	Milgrim will present Spring millinery fashions at a luncheon show. Press by invitation. Public by reservation. Contact: "Frank", Sert Room headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Feb. 23 1:15 P.M. Luncheon	SPRING AND RESORT FASHION SHOW	ARKAY JR.; MARGOT DRESSES; JUNIOR FORMALS	LATIN QUARTER 200 WEST 48TH STREET
	Arkay, Margot and Junior Formals will present their Spring and Resort collections of dresses to 600 members of the Kadimah Group Hadassah during "Luncheon With Maggi McNellis and Herb Sheldon". Attendance by ticket only. Commentator: Maggi McNellis. Publicity: Helen Keye, LO. 5-2626.		
Wednesday Feb. 23 2:30 P.M.	WOMEN'S FASHIONS FOR SPRING	B. ALTMAN & CO.	3RD FLOOR
	Women's Spring fashions in coats, suits, dresses, and gowns. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.		

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Wednesday Feb. 23	<u>ELIZABETH ARDEN</u> At 3:00 P.M. (Designed by Castillo)	681 FIFTH AVE.	PUBL.: DINA DORÉ	PL. 3-3410
Thursday Feb. 24	<u>OLDRIC ROYCE</u> At 11:00 A.M.	18 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248
Thursday Feb. 24	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: VIOLA SHEFER	PL. 3-3173
Monday Feb. 28	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday Feb. 28	<u>SAKS FIFTH AVE.</u> At 3:00 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Tuesday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Wednesday March 2	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday March 2	<u>STEIN & BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Thursday March 3	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: CAROLYN HAIGHT	EL. 5-6800

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 24- March 3 10:00 A.M.	PREVIEWS OF COLORS IN GLAZED AND SUEDE KID The following 10:00 A.M. "Coffee-hour" previews will be conducted by Rhea Nichols, presenting Fall and Winter colors in Glazed and Suede Kid, featuring original shoe designs: <u>FASHION PRESS -- Thursday, Feb. 24;</u> <u>SHOE STYLISTS -- Friday, Feb. 25; FABRIC STYLISTS -- Monday, Feb. 28;</u> <u>BUYING OFFICE FASHION COORDINATORS -- Tues. March 1; DEPT. STORE FASHION</u> <u>COORDINATORS -- Wednesday, March 2; HOSIERY STYLISTS -- Thursday, March 3.</u> Contact: Helene O'Hara, MU. 6-1623.	ALLIED KID CO.	419 FOURTH AVENUE SHOWROOM - 3RD FL.
Feb. 24	OLDRIC ROYCE'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 5)		
Thursday Feb. 24 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Presentation of Eve Tartar's Spring Millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	EVE TARTAR (676 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
Feb. 24	JAY THORPE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 5)		
Friday Feb. 25 9:30 A.M. Breakfast	PREVIEW: CUSTOM-MADE FASHIONS FOR SPRING Press preview of Knize's new women's department on the second floor. Also, showing of accessories and custom-made originals for Spring. Showing at 10:00 A.M. (<u>Note change of date.</u>) Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	KNIZE	24 EAST 56TH STREET
Feb. 28	MILGRIM'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 5)		
Feb. 28	SAKS FIFTH AVENUE'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See pg.5)		
Tuesday March 1 10:00 A.M.	SPRING AND SUMMER FASHIONS BY ADRIAN Gunther will present a showing of Spring and Summer fashions by Adrian. Press showing on Tuesday, March 1, at 10:00 A.M., by invitation only. Customer showings on Tuesday, March 1, at 3:00 P.M.; and Wednesday, March 2, at 11:00 A.M. and 3:00 P.M. Gunther Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE ADRIAN ROOM, 3RD FL.
Postponed March 1	THE SAKS 34TH SPRING FASHION SHOW FOR THE PRESS ORIGINALLY SCHEDULED FOR MARCH 1, HAS BEEN POSTPONED TO TUESDAY, MARCH 8 AT 3:00 P.M. (See pg. 8)		
Tuesday March 1 4:00 P.M.- 6:00 P.M.	SPECIAL DEMONSTRATION OF BODY CONDITIONING News and special demonstration for beauty press by Manya Kahn at her Body Conditioning Studio. By invitation only. Publicity: Eleanor Rowlands, of Rowlands Associates, LE. 2-9292.	MANYA KAHN	53 WEST 57TH STREET STUDIO
March 1	BERGDORF GOODMAN'S SPRING COLLECTION FOR THE PRESS AT 5:30 P.M. (See pg.5)		
Wednesday March 2 9:15 A.M. Breakfast	PRESS BREAKFAST AND FASHION SHOW Preview of Macy's new Spring fashions will be presented at the semi- annual breakfast for the press. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACYS - NEW YORK	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 2	HENRI BENDEL'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See Pg. 5)		
Wednesday March 2 1:00 P.M. Luncheon	SPRING SHOES AT LUNCHEON SHOW I. Miller will present their Spring and Summer collection of shoes with coordinated accessories, at a luncheon show. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horschler, BR. 9-2000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER	WALDORF-ASTORIA SERT ROOM
Wednesday March 2 2:30 P.M.	"SPRING FASHIONS FOR THE ENTIRE FAMILY" Suits, coats, dresses and accessories for children, teens, misses and women will be presented at Martin's. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
March 2	STEIN & BLAINE'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg.5)		
Thursday March 3 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of De Pinna's Spectator Sports, Town and Young Modern fashions for Spring. Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Hotel Plaza Fashion Publicity: Mary Alice Rice, PL. 9-3000.	DE PINNA	HOTEL PLAZA TERRACE ROOM
March 3	BONWIT TELLER'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 5)		
Tuesday March 8 3:00 P.M.	SPRING FASHION PRESENTATION Press showing of coats, suits and dresses at Saks 34th. (Note change of date) By invitation only. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR BALCONY
Wednesday March 9 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their Green Room fashions for Spring. Showing at 10:30 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, VO. 5-5900.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Wednesday March 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Callot Soeurs of Paris will present afternoon and evening fashions during luncheon. (Note change of date). Press by invitation. Public by reservation. Contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Callot Soeurs Publicity: Mary Marsh, MU. 5-6280. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CALLOT SOEURS OF PARIS	HOTEL PIERRE COTILLION ROOM
Wednesday March 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Milgrim's Spring fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Jeanne Tete's Spring hats, with fashion by Jaeckel, will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity for Jeanne Tete & Jaeckel: Nona James, VO. 5-3440. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JEANNE TETE & JAECKEL	HOTEL PLAZA TERRACE ROOM
Saturday March 12 11:00 A.M.	SHOWING OF SPRING FASHIONS FOR TEENS "Spring Seasoning for Teens" -- a showing of suits, coats, dresses and accessories. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S (BROOKLYN)	4TH FLOOR
Tuesday March 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Peg Fischer will present millinery fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Wednesday March 16 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Presentation of Spring millinery by Aranka during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Aranka Contact: PL. 8-2966. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA	WALDORF-ASTORIA SERT ROOM
Wednesday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Russeks will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Monday March 21 1:00 P.M. Luncheon	FURS AND FASHIONS AT LUNCHEON SHOW Jaeckel will present furs and custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. Jaeckel Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL	HOTEL PLAZA PERSIAN ROOM
Wednesday March 23 1:00 P.M. Luncheon	FASHIONS FOR SPRING AT LUNCHEON SHOW Spring fashions in N.Y. will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Thursday March 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Macy's will present a showing of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
April 17	EASTER SUNDAY;		

MUSIC...MOVIES...THEATRES

- Friday
Feb. 4 PREMIERE: "JOHN LOVES MARY" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Bros. movie version of the Broadway production about a returned soldier and his romantic problems, starring Ronald Reagan and Patricia Neal. Producer: Jerry Wald. Director: David Butler. Wardrobe: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Saturday
Feb. 5 OPENING: "DIAMOND LIL" CORONET THEATRE, 49TH ST. W. OF B'WAY
Albert H. Rosen and Herbert J. Freezer will present a revival of the Mae West melodrama, direct from European tour, with supporting cast of 50. Director: Charles K. Freeman. Sets: William De Forest. Costumes: Paul Du Pont. Publicity: Bill Doll, MU. 7-6310.
- Week
Of METROPOLITAN OPERA: ELEVENTH WEEK METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Feb. 7
MONDAY, FEB. 7: TRISTAN UND ISOLDE, (Wagner). Conductor: Rudolf.
TUESDAY, FEB. 8: (Mat.) LA BOHEME, (Puccini). Conductor: Antonicelli.
WEDNESDAY, FEB. 9: AIDA, (Verdi). Conductor: Emil Cooper.
THURSDAY, FEB. 10: LE NOZZE DI FIGARO, (Mozart). Conductors: Kritz.
FRIDAY, FEB. 11: LUCIA DI LAMMERMOOR, (Donizetti). Conductor: Cimara.
SATURDAY, FEB. 12: (Mat.) PETER GRIMES, (Britten). Conductor: Cooper.
SATURDAY, FEB. 12: (Eve.) LA BOHEME, (Puccini). Conductor: Antonicelli.
Publicity: Margaret Carson, PE. 6-1200.
- Tuesday
Feb. 8 OPENING: "RICHARD III" BOOTH THEATRE, 45TH ST. W. OF B'WAY
Herman Levin presents the Shakespearean drama which has been such a hit in Boston. Starring Richard Whorf, with Philip Bourneuf, Frances Reid, and Polly Rowles. Direction and lighting by Richard Barr. Sets and costumes by Richard Whorf. Publicity: Richard Maney, WI. 7-6939.
- Wednesday
Feb. 9 OPENING: "MY NAME IS AQUILON" LYCEUM THEATRE, 45TH ST. E. OF B'WAY
The Theatre Guild presents a modern comedy by Phillip Barry, adapted from "L'Empereur de Chine" by Jean Pierre Aumont, starring Lily Palmer and Jean Pierre Aumont, with Arlene Francis. Director: Robert B. Sinclair. Sets: Stewart Chaney. Miss Palmer's gowns: Valentina. Miss Francis' gowns: Castillo. Production under the supervision of Theresa Helburn and Lawrence Langner. Publicity: Joseph Heidt, CO. 5-6180.
- Thursday
Feb. 10 OPENING: "DEATH OF A SALESMAN" MOROSCO THEATRE, 45TH ST. W. OF B'WAY
Kermit Bloomgarden and Walter Fried present Elia Kazan's production of a new play by Arthur Miller about a Brooklyn salesman who shows "the necessity for a person to discover who and what he really is." Cast: Lee J. Cobb, Arthur Kennedy, Mildred Dunnock, Howard Smith, Thomas Chalmers, Cameron Mitchell, Alan Hewitt. Director: Elia Kazan. Sets and lighting: Jo Mielziner. Costumes: Julia Sze. Publ.: James T. Proctor, VA. 6-5084.
- Saturday
Feb. 12 PREMIERE: "MY DEAR SECRETARY" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST.
United Artists presents a modern comedy about an enterprising secretary and her handsome employer. Starring Laraine Day, Kirk Douglas, Keenan Wynn, Helen Walker, Rudy Vallee. Director: Charles Martin. Producer: Harry Popkin. Costumes: Maria Donovan. Publ.: Tess Michaels, CI. 5-6000.
- Monday
Feb. 14 OPENING: "THEY KNEW WHAT THEY WANTED" MUSIC BOX THEATRE, 45TH W. OF B'WAY
John Golden will present Paul Muni and Carol Stone in a revival of Sidney Howard's Pulitzer Prize-winning comedy about an Italian wine maker and his mail-order bride. Director: Robert E. Perry. Sets: Frederick Fox. Costumes: Ken Barr. Publ.: Bernard Simon and Marjorie Barkenstin, CI. 5-7294.